



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : Steven M. Schein et al.  
Application No. : 09/810,324 Confirmation No.: 9059  
Filed : March 16, 2001  
For : SYSTEMS AND METHODS FOR LINKING  
TELEVISION VIEWERS WITH ADVERTISERS  
AND BROADCASTERS  
Group Art Unit : 2623  
Examiner : Omar S. Parra

New York, New York 10036  
October 3, 2007

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action dated July 5,  
2007, applicants respectfully request reconsideration and  
allowance of this application in light of the following:

Amendments to the Claims are reflected in the  
listing of claims that begins on page 2 of this paper;  
Remarks begin on page 11 of this paper.